

## Message Text

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SUBJECT: FINAL REPORT - BETWEEN SHOW PROMOTION - OIL-DRI  
CORPORATION, APRIL 17, 1975

USDOC FOR BEWT/TPD/THOMPSON

1. CHICAGO FIRM OIL-DRI CORPORATION HELD ONE-DAY SEMINAR AT COMMERCIAL OFFICE, APRIL 17 TO PROMOTE SALE OF ITS UNIVERSAL INDUSTRIAL ABSORBENT. FOLLOWING SEMINAR, WHICH WAS ATTENDED BY 85 SOVIET SPECIALISTS FROM 15 DIFFERENT ORGANIZATIONS, FIRM DEMONSTRATED USES OF ABSORBENT FIRST AT EMBASSY GARAGE AND THEN AT ZIL AUTOMOTIVE PLANT. ALTHOUGH NO SALES NEGOTIATED DURING ONE-WEEK STAY IN MOSCOW BY OIL-DRI PRESIDENT RICHARD JAFFEE, FIRM HOPEFUL THAT ZIL PLANT WILL PLACE ORDER AS RESULT SEMINAR/DEMONSTRATION.

2. "COOPERATING" SOVIET ORGANIZATION WAS FTO SOYUZHIMEKSPORT -- WHICH DECLINED TO BE LABELED ON INVITATION AS CO-SPONSOR -- BUT BULK OF INVITATIONS WERE DISTRIBUTED DIRECTLY BY COMMERCIAL OFFICE. IN ADDITION TO SPECIALISTS FROM MINISTRIES OF AUTO INDUSTRY & CHEMICAL INDUSTRY (INVITED THROUGH SOYUZHIMEKSPORT), FOLLOWING ORGANIZATIONS SENT PARTICIPANTS: STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY, STATE COMMITTEE FOR CONSTRUCTION (GOSSTROY), MINISTRY OF MACHINE BUILDING FOR LIGHT AND FOOD INDUSTRIES; MINISTRY OF TRACTOR & AGRICULTURAL MACHINE BUILDING, MINISTRY OF MACHINE TOOL & TOOL BUILDING INDUSTRY, MINISTRY OF CIVIL AVIATION, MINISTRY OF AVIATION INDUSTRY, TEKHMASHIMPORT, UNCLASSIFIED

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AVUTOPROMIMPORT, KAMAZ MOSCOW DIRECTORATE, ZIL PLANT AND

MOSSOVET (CITY AUTOMOBILE AND TRUCK GARAGES).

3. AS RESULT OF DEMONSTRATION AT ZIL TRUCK PLANT, PRESIDENT OF ZIL PRODUCTION ASSOCIATION, P.D. BORODIN, INVITED JAFFEE BACK FOR DISCUSSION POSSIBLE PURCHASE OF ABSORBENT BY ZIL, WHICH PRODUCES 195,000 TRUCKS IN 1974. ALTHOUGH NO COMMITMENT MADE, BORODIN'S PERSONAL PARTICIPATION IS A SIGN OF SERIOUS INTEREST. JAFFEE BELIEVES PURCHASE BY ZIL WOULD LEAD TO SUBSTANTIAL ADDITIONAL SALES GIVEN "BLUE RIBBON" STATUS OF ZIL PLANT IN USSR. (OIL-DRI PREVIOUSLY PARTICIPATED IN AUTO-SERVICE-73 AND STANKI-74 BUT HAS NOT YET MANAGED TO ACHIEVE SALES BREAKTHROUGH.)

4. JAFFEE AND OIL-DRI VICE PRESIDENT GERSHON WERE VERY PLEASED WITH TURNOUT AND EXPRESSED GREAT APPRECIATION FOR ROLE PLAYED BY COMMERCIAL OFFICE IN ARRANGING SEMINAR/DEMONSTRATION. COMPLETED DIB-411P POUCHES TO TPD/THOMPSON. STOESSEL

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